The Shift of Illocutionary Force as the Impact as the Translation Technique Used

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ARTICLE INFO	ABSTRACT
	This study aims to explain the shift in speech illocution as a result of applying certain translation techniques. This research is descriptive qualitative research with an embedded-case study research design. To collect the data, this research used the descriptive qualitative method by content data analysis and Focused Group Discussion (FGD). The data were compiled from the Indonesian and English language version of novel Fifty Shades of Grey. The data are speeches that appeared in the situation of lovemaking, and then the data are validated by 3 raters through FGD (Focused Group Discussion). From this study, there were found 13 translation techniques applied in translating 250 speeches, all of which were categorized into 112 utterances in directive, 76 utterances in expressive, 47 utterances in assertive and 15 utterances in commissive speeches. From 250 data, there are three data whose illocutionary meanings shifted after being translated. The translation techniques applied to the three data are two literal techniques and one data applied paraphrase technique. Those three data are shifted from the expressive category to directed category after being translated. The application of translation techniques will also ultimately affect translation not only at the micro level but can also affect aspects of accuracy, acceptability and legibility of translation.

1.INTRODUCTION

Translating literary works are one of the ways of studying foreign cultures. In the process, translating is not easy, because there are differences in the system and structure of the language of the source language and target language. In translating, translators need to understand not only the culture of the source language but also the culture of the target language. Fokkema and Ibsch (1977: 1) stated that literary works as reffered to as intercultural communication. Then Schneider (2007: 15-16) in Kuswarini (2008) argued that the equivalence of meaning is a must to be considered in translating two languages because equivalence is also the direction of communication between two cultures. Therefore, the translation also requires the equivalence of meaning.

But the language of texts in literary works is not the same as the text in general, so when practicing the equivalent of meaning, there will still be a shift even if only in structure form. This is caused by gaps or differences in language and cultural systems between the source language and the target language,

particularly in translating literary works, not only structure but also the amount of speeches that must be well translated by considering the cultural context. The differences in the culture both of language become an obstacle for translators in transferring meaning and messages from the source language. The message contained in the source language must be conveyed again in the target language without reducing its meaning. Therefore, translating a literary work requires the choice of certain translation techniques because it influences the equivalence between the source language that later will be called as SL and the target language that next will be called as TL. The translation of speech in literary works also does not diminish its pragmatic meaning when translated. Molina and Albir (2002: 509) provided an explanation that translation techniques are procedures in analyzing and classifying how equivalence is obtained and applied in translation. In other words, choosing the right translation technique has a highly

important role in producing a translation that has good quality.

This research seeks to analyze the influence of translation technique implementation toward illocutionary acts shift. The data is taken from utterances in making love speech event on the novel Fifty Shades of Grey. There are some previous researches related to this topic. There are several studies on the impact of translation technique, the first is from Ardi (2017) who explore translation techniques impact toward the quality of translation in case study on social text, then still from Ardi (2018) who wrote the impact of translation technique on politeness strategies in giving advice. Both of researches explore the impact of translation. Another one is from Sari (2018) studied about politeness strategy on translation of directive illocutionary acts in the movie. This research explores the shifting in translating politeness as a strategy to produce naturalness expression. Based on previous studies, researcher has a few gaps. The goal in this research is to find out the shifting in speech illocution as a result of applying certain translation techniques.

2. LITERATURE REVIEW

Translation
Translating is the activity of transferring messages and information from one language to another language. This is in line with Cattford (1974: 20) who defined "the replacement of textual of material in one language (SL) by an equivalent in another language (TL)." to the TL instead of the concept of meaning. Another expert, Newmark, sees translation as "rendering the meaning of text into another language in the way that the author intended the text". This opinion sees the translation side as a process for translating a meaning into another language. This definition is reinforced again by Nababan (2003) stated that translation not only diverts the message but also the form of the language. Thus, both translators of literary works and non-literary translators need to consider not only the content of the SL message but also the form of language in the translation because in essence every domain of science has a style of language in expressing its message. Therefore, it can be concluded that translation is an attempt to reach an ideal level of equivalence between the SL and the TL. Therefore, the author views translation as an activity of transferring the meaning of the SL to the TL with the equivalent as close as possible without ignoring the message.

Translation Technique
Translation technique means how to divert messages from the SL to the TL to achieve equivalence and can be applied with lingual unit. Nababan (2008: 52) argues that "the translation technique can be referred to as the realization of the decision-making process, the result if which can be identified in the work of translation." According to Molina and Albir (2002: 509) classified some of the techniques used in translating as the following explanation:

Adaptation: Adaptation technique has an aim to change the cultural elements of the SL to TL.
Amplification: This amplification technique expresses messages explicitly or paraphrases implicit information from SL to TL.
Borrowing: Borrowing technique is carried out when the translator borrows words or phrases from SL, both as pure borrowing and naturalized borrowing.
Calque : Calque translation technique is a literal translation of both words and phrase from SL to TL.
Compensation : This translation technique is translation technique in which the translator introduces information messages element or the influence of SL text at another location in the TL text.
Description : Description translation technique is applied to interchange a term phrase with a description in form and in function.
Discursive Creation : This technique is used when it displays temporary unexpected or out of context. This translation technique is usually used to translate book titles and film titles.
Established Equivalent : This common matching technique is more likely to use familiar or expressions (good in a dictionary or in daily language use). This technique is similar to the literal technique.
Generalization : This generalization technique is used to convert a term or expression that is more commonly known or more neutral.
Linguistic Amplification : This technique is usually used to add elements of in the target text. This technique is used in consecutive interpreting (transfer or language in consecutive) or dubbing (voiceover).
Linguistic Compression : This linguistic compression technique is a translation technique by means of the linguistic elements in the TL text which translators tend to apply in the simultaneous transfer of language and translating film script texts.
Literal translation : It is said literal translation technique because this technique is used to transfer the meaning as it is from SL to the TL. This technique is usually done mainly at the level of simple words, phrases or clauses.
Modulation : Modulation technique is a technique where the translator changes the perspective and cognitive categories in relation to the SL.
Particularization : This particularization technique is applied by using more specific, more concrete terms in the TL text to replace more general terms in the SL text.

Reduction : Reduction technique focuses on compaction of the text SL to TL. This technique is the opposite of the amplification technique.

Substitution : The substitution technique is usually used in oral translation. This technique replaces linguistic elements into paralinguistic (which are associated with intonation and body cues).

Transposition : This transposition technique converts the grammatical category from SL to TL. In other words, there is a grammatical shift; it can be occurred in form of word class category, plurality in the use of the use of this translation technique, for example, the active to passive.

Variation : This variation technique is a translation technique that changes linguistics and paralinguistic elements that affect linguistic variation, textual changes in tone, style of language, dialect of language and also geographical dialect usually these techniques are applied in drama translation.

Speech Act

The speech act is included in linguistics in pragmatic studies which have close links with communication activities. Speech act is the utterance of a sentence to state that a purpose of the conversation is known to the listener (Kridalaksana, 1984: 154). This means that when someone utters information in a particular sentence to the speech partner or interlocutor, there will be the intention of the speaker to do something like an action. Speech acts are influenced by the context in which the speech is uttered, and who the speaker and speech partner are. There are three types of speech acts that occur simultaneously when utterances are spoken. The three types according to Austin (1965: 121) are acts of locution, illocutionary acts, and the third is acts of perlocution. Sulistyo (2013: 7) states that locus speech acts are speeches delivered to speech partners or speech acts that refer to acts of utterance that semantically have meaning. While perlocution speech act means a message that must be interpreted by the speech partner or in other words that the speech act refers to the act of uttering speech in addition to having a semantic meaning, and having me (which is based on the intent of the speech) also has an impact on the speech partner. Then there is also an explanation of the illocutionary speech acts. Sulistyo (2013: 7) explained that illocution is what utterances to be conveyed to speech partners or speech acts referring to the act of issuing speeches that besides having semantic meaning also have meaning of speech or the purpose of speech. Furthermore, Searle (1979) in Tarigan (1984: 42-43) classifies five types of illocutionary speech acts, namely assertive, directive, expressive, commissive and declarative.

Assertive speech act is illocutionary speech acts that inform or direct the speaker to reveal the truth of an idea he believes in. While expressive speech is a speech act that states something that is felt by the speaker. The directive speech act is used by the speaker to get someone else to do something, or in other words can influence the speech partner to do what the speaker says. The commissive speech act in short is to involve the speaker in a number of upcoming actions. Declarative speech acts are speech acts that demand a match between the content of the utterance and the reality that occurs.

Shifting in Translation

Catford (1965: 73) stated that the shift's translation is shifting from formal correspondence in the process of moving text from the SL to the TL so that the translation is acceptable, while Newmark (1988: 26 & 85) used the term "transposition" to achieve "naturalness" certain efforts in producing translations that can achieve acceptance. The translation shift theory is a theory that was first introduced by John Catford in his book A Linguistic Theory of Translation (1965). Catford explained that a change occurred in the translation's process so that a structural order shift was formed. This happens due to systemic differences between the SL and the TL.

3. METHODOLOGY

This research is included in the translation study on speech using a qualitative descriptive approach because the data used are the SL and TL texts. As Sutopo said in his book that in research with a qualitative approach, the data collected is mainly in the form of words, sentences or images that have meaning, meaning and are able to spur the emergence of a more tangible understanding than merely serving numbers or frequencies (Sutopo, 2002: 40). This study also describes and explains the impact of the application of translation techniques on the shift caused by translation technique implementation. The data is taken from utterances in making love speech event on the novel Fifty Shades of Grey. After the sample data was collected, the researcher determined the data collection technique as revealed by Santosa (2017: 59) who revealed "data collection technique by obtaining the data". After that the data validated by 3 raters in FGD (Focused Group Discussion). In collecting the data, in practice, researchers use documentation analysis techniques. Data from the novel are collected based on data categories, each data category is coded and then ready to be analyzed. Analysis of this

documentation is used to collect data from non-human sources (Syamsuddin, 2006: 108).

4. RESULTS AND DISCUSSION

Translation techniques applied by the translator as the first finding

1. Established Equivalent
   Established equivalent is the most dominant technique applied in translating the speech acts.
   FSG/053
   SL: Keep still.
   TL: Jangan bergerak.
   The "keep still" utterance in the SL is translated as "jangan bergerak" in the TL by using established equivalent technique. This translation has its respective equivalent so that the translation of speech in the data does not experience a shift in meaning.

2. Variation
   The variation translation technique is the second most dominant technique used after the established equivalent translation technique. Look at the data below:
   FSG/042
   SL: *You* are asking *me* if you hurt *me*?
   TL: *Kau* bertanya pada*ku* apa kau menyakiti*ku*?
   The word "you" in the SL is translated into the TL into "kau" by using variation translation technique. Variation translation technique in this utterance also exist in the word "me" the SL that is translated in the TL into "ku".

3. Borrowing Translation
   This translation technique still maintains the exact SL of the TL text.
   FSG/198
   SL: You taste so fine, *Miss Steele*
   TL: Kau terasa begitu halus, *Miss Steele*
   The sample data displayed above is one of example data of utterances that is translated using borrowing translation technique. The word on SL which is translated in TL by applying borrowing translation techniques is "Miss Steele". The nickname "Miss Steele" is not translated on the TL culture into "Nona" or anything like that. The words Miss Steele remains "Miss Steele" when translated by translators. This show the words apply borrowing translation technique.

4. Implicition
   Implicition translation technique is the technique that presence of words or information in the SL that is implied after being translated into the TL.
   FSG/011
   SL: Don't be coy, Ana, *show me.*
   TL: Jangan malu-malu, Ana, *tunjukkan.*
   The data above implied implicition technique. It shows on word "show me" which is then translated into TL to just "tunjukkan". The word "me" in SL is implicitly translated in TL.

5. Explicitation
   This technique is the opposite of the implicition translation technique. The explicitation translation technique is the technique that presence the word or information in the TL after being translated although that word absence in SL.
   FSG/ 016
   SL: I don't.
   TL: Aku tak *tahu.*
   The implementation of explicitation translation technique in this utterance is in the word "don't" in SL, and when it translated in TL into "aku tak tahu". The words "tahu" in TL is translated by using explicitation technique.

6. Modulation
   Modulation technique is translating technique by changing the perspective the SL.
   FSG/ 018
   SL: Keep still.
   TL: Jangan bergerak.
   This technique is a translation technique where the perfective or focus in the SL changes after being translated into the TL. The word "keep still" in data above is translated as "jangan bergerak" in the TL. The point of view and focus on the SL is changed from commanding to prohibiting.

7. Literal translation
   Literal translation technique is done by translating words or phrases of the SL into the TL.
   FSG/063
   SL: See how you taste.
   TL: Lihat bagaimana kau rasanya.
   The translation of the utterance above applied literal translation technique which is translated by translating word for word. The utterance "see how you taste" is translated to "lihat bagaimana kau rasanya" by translating level per word.

8. Compensation

Compensation technique introduces information elements or the stylistic influence of the SL text into the TL. See the example analysis data below:

FSG/ 213

SL: You, on top … that's what we need to do.

TL: Kau, di ataski … itu yang perlu kita lakukan.

Example of data analysis above is the implementation of compensation technique that use more specific terms. The data uses compensation translation technique and no meaning is distorted in the TL text and the message is also well conveyed.

9. Particularization

Particularization technique uses more specific terms in the TL.

FSG/ 233

SL: Lift your legs, baby, wrap them round me.

TL: Angkat kakimu, sayang, belitkan pada pinggangku.

Example of data analysis above is the application of particularization techniques that use more specific terms. The application of this technique is in translating "round me" into "belitkan pada pinggangku".

10. Paraphrase

This technique applies a method by paraphrasing information when it translated to TL.

FSG/ 087

SL: You can *sit down now*

TL: Kau bisa *masuk bak mandi sekarang*

The application of paraphrase technique in data above is by adding information or paraphrasing information more than the structure in the SL. The sentences in the SL "you can sit down now" translated "kau bisa masuk bak mandi sekarang" is more clearly.

11. Discursive Creation

This translation uses equivalent that are out of context.

FSG/145

SL: Thank fuck.

TL: Terima ini.

This data applies discursive creation translation technique to translate "thank fuck" into "terima ini". The application of this technique causes a change of context in the TL. This context change causes the meaning of the translation to be different

from the SL even though its purpose makes it more acceptable.

12. Reduction

This translation technique is applied by reducing the SL information when it is translated into the TL.

FSG / 166

SL: Oh *dear*, Anastasia, you moved.

TL: Oh, Anastasia, kau bergerak.

Reduction is a translation technique compressing information in the SL. In the TL, the word "dear" is translated by using reduction technique.

13. Generalization

This translation technique uses more general terms in the TL.

FSG/214

SL: Pinch the top and then roll it down. You don't know any water in the end of that sucker.

TL: Jepit bagian atas lalu gulung ke bawah. Kau tak ingin ada udara disana.

This generalization translation technique is used to substitute a term or phrase that is more generally known in the TL. The implementation of this translation technique showed when "in the end of that" translated to "disana".

The impact of translation techniques toward shifting in illocutionary force.

The method chosen by the translator to overcome a problem at the micro level is realized as a translation technique (Molina Albir, 2012). The selection of translation techniques is something that must be considered by translators in translation process. This is because translation techniques will affect the translation's equivalence. There are three data from 250 data whose speech illocution power shifts after being translated.

> SL: *"Oh… please,"* I whisper.
> TL: *"Oh …Tolonglah,"* bisikku.

Illocutionary speech acts that exist in the sample data above are speeches with the situation of making love. The utterance was uttered by a female character. The language of the source of the speech has the illocution of expressing feelings of pain when viewed well in the speech situation context. In other words, speech acts in the SL contain expressive focus. However, when translated in the TL, the speech shifts no longer to the same illocutionary power as in the TL. In the TL, the translation of speech in the sample data is included in

the requesting category and is included in the directive speech act, no longer in the expressive form.

Speech in the example data above uses literal translation technique, namely translation technique that transfer meaning as it is from the SL text to the TL. This technique is usually done mainly at the level of simple words, phrases or clauses, and is translated out of context. Translation cannot be released by technique; it is used in its translation. In translating a speech act, the illocution that exists in the SL and in the TL must have the same pragmatic meaning. Therefore, in the translation of a speech act is not merely translated literally but there is a specific purpose that must be conveyed in the TL. The application of translation techniques can influence pragmatic meaning. Examples of other data whose power of focus changes after being translated:

> SL: "You have such a captivating, sexy ass, Anastasia Steele. *What I'd like to do to it.*"

> TL: "Kau memiliki pantat seksi menawan, Anastasia Steele. *Apa yang ingin kulakukan untuk pantatmu*"

In translating activities, the word selection also influences pragmatic meaning. In the example data shown, there is a speech uttered by male figures in the situation of making love. In the SL, if you look back at the context of the speech situation, the speech in the sample data has an illocutionary expression to express admiration in a teasing tone. So in other quarters, the speech in the SL is included in the expressive speech act category. But after the speech is translated, the illocution's meaning is changes. Speech translation is still categorized as a directive speech act and the form of translation becomes a question, no longer in statement form as in the SL. In the sample data above, a structural shift is occurred, i.e. shifting from statement to question in the TL.

Speech in the sample data is translated by applying paraphrase translation techniques, which are techniques used by translators to transform information by paraphrasing information implicitly in the SL into the TL. With this translation technique, translators are actually trying to convey ideas and messages in the SL to be more common with different languages, that is, those that are appropriate to the TL. The application of paraphrase translation techniques in this speech resulted in a shift in the illocutionary meaning of the SL and TL. The meaning of illocution in the SL and the TL is not the same. This is why the application of certain techniques can alter the illocution's meaning in speech. When it should be in translation, equivalence also becomes one of the important items in it.

SL: "Oh… please!" I groan.
TL: "Oh ... kumohon!" Erangku.

Each language has its own unique system and structure, so that the determination of translation techniques can be determined and word selection as much as possible will not reduce the meaning of the SL to the TL. The application of translation techniques will have an impact not only on the micro units of the text but will also affect the results of the translation. In other words, translation techniques have functional properties. In the data shown above, the word "please" in the SL is translated by literal translation technique into "*kumohon*". These utterances are the utterances spoken by the female characters in the story. The utterances are utterances in the speech event of the sex love situation. Similar to the previous data, this speech is a speech that informs groaning and feeling pain of the speaker. This utterance is included in the expressive category because it shows the psychological statement the speaker. The translation technique applied is the literal translation technique which transfers a word-for-word expression but the structure has followed the rules in the TL. With the application of this translation technique, speech in the SL has shifted after being translated into the TL. In the SL, the speech is still in the expressive speech category, whereas after being translated with literal translation techniques, the speech becomes pleading speech which is categorized in directive speech acts. This shows that the application of translation techniques will also ultimately affect the translation either in the aspects of accuracy, acceptance or readability.

5. CONCLUSION

Based on research from 250 speeches that appear in the situation of love speech taken from the novel Fifty Shades of Gray, there are four categories of speech acts found, such as directive, expressive, assertive and commissive. From this study, there were found 13 translation techniques applied in translating 250 speeches, all of which were categorized into 112 utterances in directive, 76 utterances in expressive, 47 utterances in assertive and 15 utterances in commissive speeches. From 250 utterances, there are 3 data were found whose illocution shifted after being translated. Three types of illocution that shift are expressive speech acts to directive. All three shifted due to the application of certain translation techniques. The translation technique that affects this shift is one data using paraphrase translation technique and two other data applying literal translation techniques. This shift is the impact of applying translation techniques.

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Ninda Martiyani is a student in post graduate program on translation studies at Sebelas Maret University, Surakarta, Indonesia. She is interested in pragmatics and translation field. She has not had journal paper published internationally. Mangatur R. Nababan and Djatmika are professors and lecturers of Linguistics Translation Program at Sebelas Maret University, Surakarta, Indonesia. Their guidance, motivation and knowledge are very helpful to complete her study.

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